

Real People, Real Stories

In March 2012, the Centers for Disease Control and Prevention (CDC) launched the first federal national tobacco education campaign—*Tips From Former Smokers® (Tips®)*.

The *Tips* campaign profiles real people who are living with serious long-term health effects due to smoking cigarettes and secondhand smoke exposure. Ads feature people living with diseases caused by smoking, including cancer, heart disease, and vascular disease, as well as serious health consequences from these diseases, including stoma and amputation. Ads also feature stories of family members impacted by their loved one's smoking-related illness.

The participants who share their stories send a powerful message: Quit smoking now—or better yet, don't start. These hard-hitting *Tips* ads also delivered significant results:

- From 2012–2018, CDC estimates that more than 16.4 million people who smoke have attempted to quit and approximately one million have successfully quit because of the *Tips* campaign
- Additionally, in the first year of the campaign alone, an estimated 6 million non-smokers talked with friends and family about the dangers of smoking
- *Tips* is cost-effective. For every \$2,000 that OSH spends on *Tips* ads, one death is prevented.

Health Conditions

The *Tips* ads focus on many health conditions caused or made worse by smoking or exposure to secondhand smoke, including:

- Cancer (lung, throat, head and neck, colorectal)
- Heart disease
- Stroke
- Asthma
- Diabetes complications
- Buerger's disease
- COPD (chronic obstructive pulmonary disease)
- Gum disease
- Preterm birth
- HIV (human immunodeficiency virus)
- Mental health conditions (depression and anxiety)
- Vision loss.

2020 Tips Campaign Media Overview

The 2020 Media Buy will:

- Begin on March 23rd and end on October 4th
- Air TV ads nationally on cable and network television, streaming radio, and online
- Include additional TV placements in 29 designated market areas with high smoking rates
- TV ads will also air nationally in Guam
- Engage audiences on social media platforms, including Facebook, Twitter, YouTube, Instagram, Pinterest, and LinkedIn
- Place ads in English, Spanish, and four Asian languages



2020 Tips Campaign Media Overview (continued)

- Reach additional populations with high smoking prevalence through focused media placements
- Promote offers for free nicotine replacement therapy
- Direct people who smoke to free resources to help them quit, including:
 - 1-800-QUIT-NOW (English)
 - 1-855-DÉJELO-YA (Spanish)
 - 1-800-838-8917 (Mandarin and Cantonese)
 - 1-800-556-5564 (Korean)
 - 1-800-778-8440 (Vietnamese)
 - [CDC.gov/quit](https://cdc.gov/quit) (English)
 - [CDC.gov/consejos](https://cdc.gov/consejos) (Spanish)
 - NCI QuitSTART app: <https://smokefree.gov/apps-quitstart>
 - NCI SmokefreeTXT: <https://smokefree.gov/smokefreetxt>.



What Are the Key Messages of the Campaign?

- Smoking causes immediate damage to your body, which can lead to long-term health problems
- For every American who dies because of smoking, at least 30 are living with a serious smoking-related illness
- Now is the time to quit smoking. Free help is available by calling 1-800-QUIT-NOW.

Meet the 2020 Tips Ad Participants

The new *Tips* ads feature the following people:

Rebecca C., age 43, lost all five toes on her right foot to Buerger's disease, a smoking-related condition that cut off the blood supply to her foot. She quit smoking to stop the disease from damaging other parts of her body.

Geri M., age 58, has smoking-related COPD, and needs constant oxygen to help her breathe. She had to quit her job as a mail carrier because it became too difficult.

Tonya M., age 49, was diagnosed with heart failure at 38. She had to have a mechanical pump inserted inside her chest to help her heart pump blood throughout her body.

Michael F., age 57, has smoking-related COPD and relies on oxygen to help him breathe. He had to quit working at age 51 because of his illness. As COPD forces him to give up many activities he once loved, he feels like his world keeps shrinking.

Denise H., age 66, has spent more than 30 years caring for her husband, Brian, featured in previous *Tips* ads, who suffers from multiple health issues as a result of his smoking.

Asaad M., age 25, put his young life on hold to care for his mother, Leah, who was diagnosed with colorectal cancer from smoking.

Working with Healthcare Providers

The *Tips* campaign engages doctors, nurses, dentists, pharmacists, and many other healthcare providers so they can encourage their patients who smoke to quit for good. Resources for healthcare providers, public health professionals, and mental health providers can be found on the *Tips* website at www.cdc.gov/tipshcp.

